

The background features a series of overlapping geometric shapes in shades of blue, green, and yellow, creating a dynamic, abstract pattern. A horizontal white line divides the image. To the right, a gradient of colors from yellow to orange suggests a sunset.

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# Club Penguin - The art of the sunset

Russian and German Language Sunset Training







# Agenda

- History of the languages
  - Overview and timelines
    - What happens June 30th?
      - What do the kids see?
        - What do we have to do?
          - What do we say?
            - Will the madness ever end?
              - Resources



# The History



Launch Date: November 3, 2011

Number of players: 722,470



Launch Date: February 6, 2014

Number of accounts created: 1,274,653

Interesting fact: Russian was the first and only language launched that didn't use the latin alphabet and therefore has a different logo than every other language.



# Overview & Timelines

## Timeline & Schedule of Events:

June 30, 2015

- Sunset communication goes live
- German & Russian memberships canceled and refunded
- General game support stops

September 2, 2015

- German and Russian languages shut down and are redirected to English

September 30, 2015

- Billing support stops

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# What Happens June 30th?

## Communication:

- Email notifications sent to all German and Russian players
- Free players notified language is shutting down
- Members notified their subscriptions have been canceled and their last payment refunded in full.
- **NOTE: Members also get free membership access until September 2**

Disney Club Penguin in the German language  
will be closing Sept. 2, 2015



### Important Message about Club Penguin in the German language



Dear GUEST NAME,

Thank you for being a part of the amazing Club Penguin community and for your continued loyalty.

As Club Penguin focuses its efforts to create new experiences online, Club Penguin in the German language will be closing Sept. 2, 2015. Until that date, penguins can log in to Club Penguin in German and play. After that date, all penguins are invited to join other languages, English, French, Portuguese, and Spanish, with their existing penguin accounts. The Club Penguin app in the German language will also be removed from the App Store and the Google Play Store on Sept. 2, 2015.

To learn more about Club Penguin closing in the German language, please find more information here:

[Learn More](#)

Once again, thank you for being an important part of the Club Penguin community.

**Waddle on!**  
Club Penguin Team

[Unsubscribe](#) [Contact Us](#) [Terms of Use](#) [Privacy Policy](#)

Disney Club Penguin in the German language  
will be closing Sept. 2, 2015



### Important Message about Club Penguin in the German language



Dear GUEST NAME,

Thank you for being a part of the amazing Club Penguin community.

As Club Penguin focuses its efforts to create new experiences for kids online, Club Penguin in the German language will be closing Sept. 2, 2015. Until that date, penguins can log in to Club Penguin German language and play. After that date, all penguins are invited to join other languages, English, French, Portuguese, and Spanish, with their existing penguin accounts.

As of June 30, 2015 all current Club Penguin memberships purchased at clubpenguin.com/de in the German language will be canceled and the last payment on each account refunded in full. No further charges will be applied unless a new membership is purchased in English, French, Portuguese, or Spanish. As a special thank you, all current Club Penguin memberships in German as of June 30, 2015 will have free, unlimited access on our German servers until the language closes on Sept. 2, 2015.

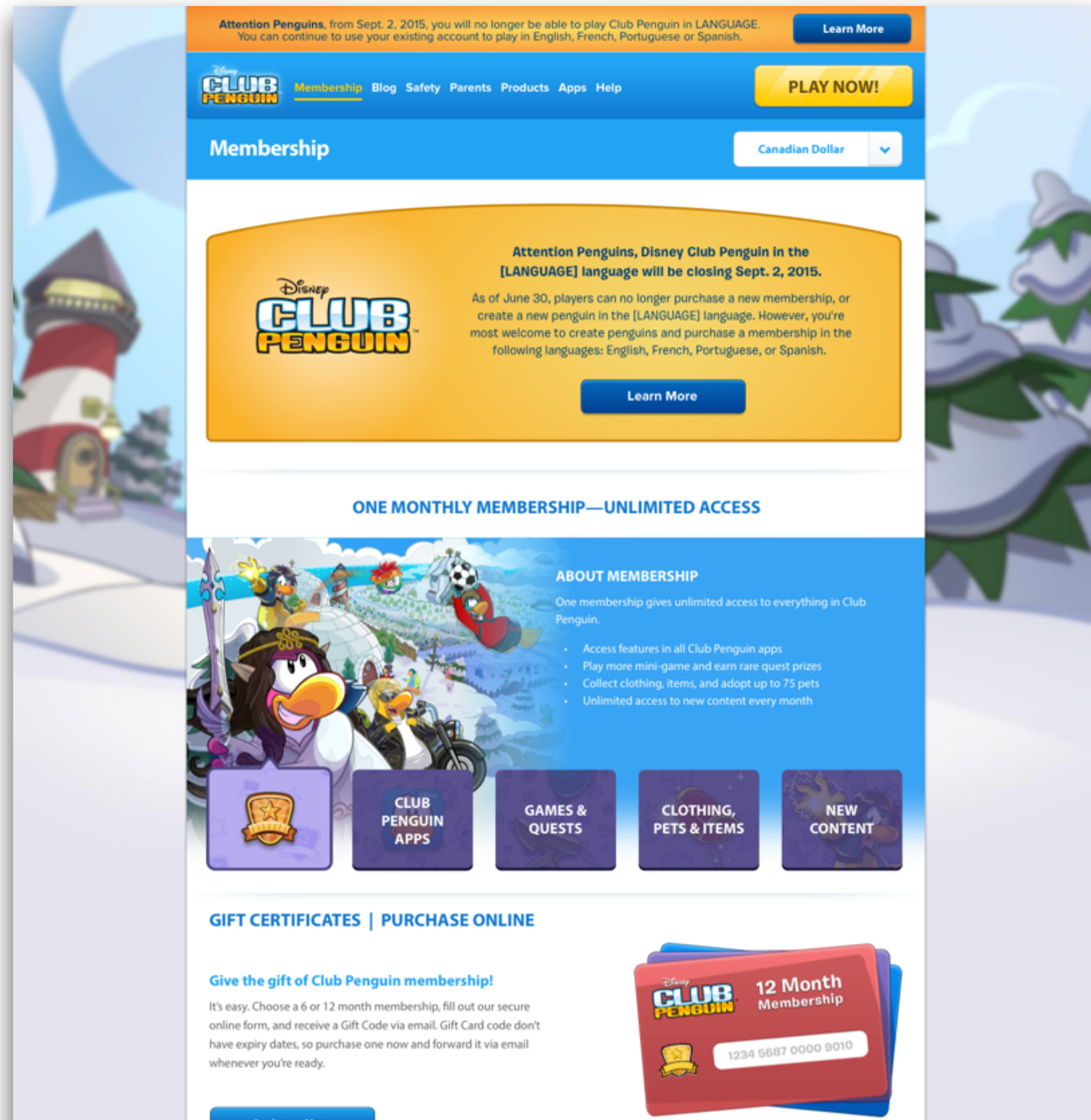
If you purchased your membership on your mobile device, additional steps are required for your cancellation and refund. Please click [here](#)

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# What Happens June 30th?



## Website & App Updates:

- German and Russian sites bannered
- Create a penguin flow blocked on web and mobile.
- Membership flow blocked on web and mobile. Including Gift Certificates.
- **NOTE: Membership card and gift certificate redemption will remain open.**

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# What Happens June 30th?



## help.Disney.com Updates

- German and Russian help sites bannered
- Localized FAQ's posted in German & Russian with instructions for cancelling, repurchasing, and answers to general questions about the closures.
- Localized FAQ's posted in English, Spanish, Portuguese and French answering general questions.





# What Happens June 30th?

## (No Subject)

can i ask u for a little help my friend dorabeast told me that u r giving one week membership code and also told me that he received a membership code i request ur goodness plz send me one week membership code thank you Regards, Rahul Kanda

Email ▾

Select a Template

From "support@clubpenguin.com" <support@clubpenguin.com>

Cc

\* To Rahul Chauhan x

Bcc dave.sohnchen@disney.com x

\* Subject Club Penguin Support: Ticket Number 02692935

**I** **A** **A** **B** **I** **U** **S**      

    Font Size Format



## General Game Support Stops

- Auto responses will be sent from German and Russian support emails addresses directing guests to the FAQ.
- No game related questions will be answered moving forward.
- Billing related emails will continue to be answered until September 30th
- Billing/membership related questions sent to support addresses will be reassigned to the billing queues and responded to.

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# What Happens June 30th?



## Cancellations & Refunds

- All active **WEB** memberships canceled and the last payment refunded (dated back to June 29, 2014)
- **MOBILE** members instructed to contact GX for assistance with cancellations and refunds
- iOS members must contact Apple
- Android members can be canceled and refunded by GX
- ALL German and Russian players that had membership in the last 90 days receive 60 days of comp time (both web and mobile)

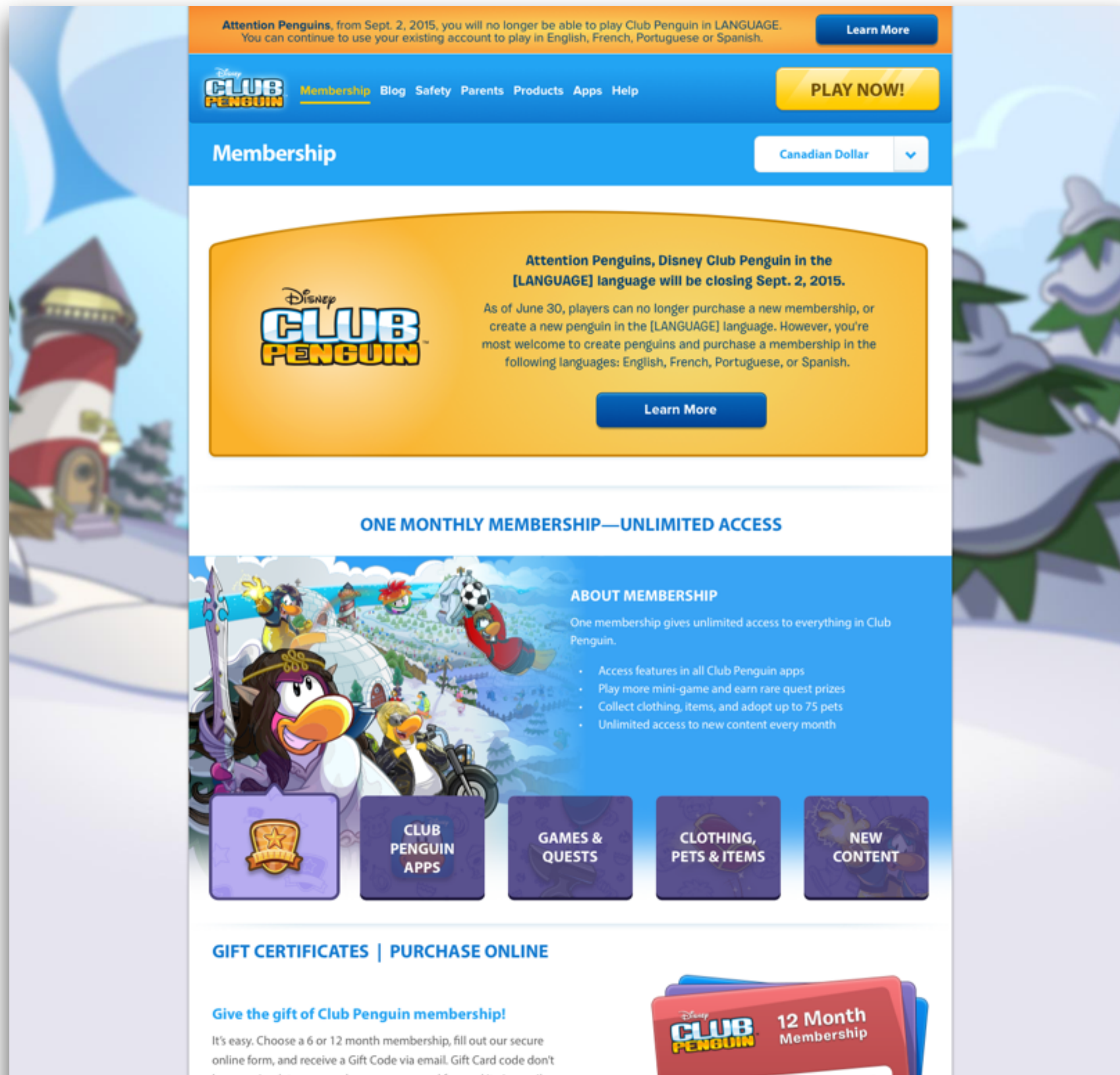
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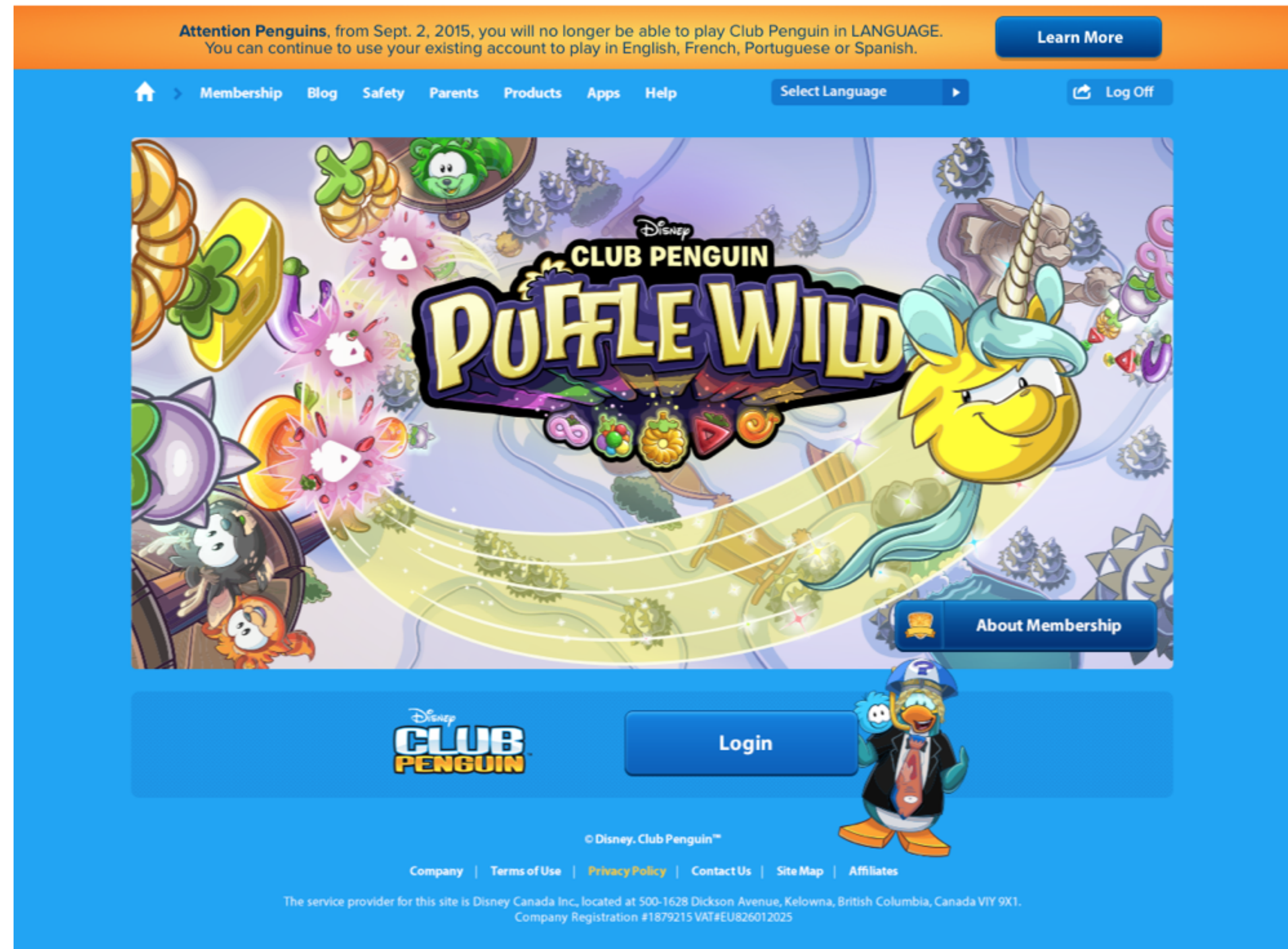


# What will kids see?

## Membership Page



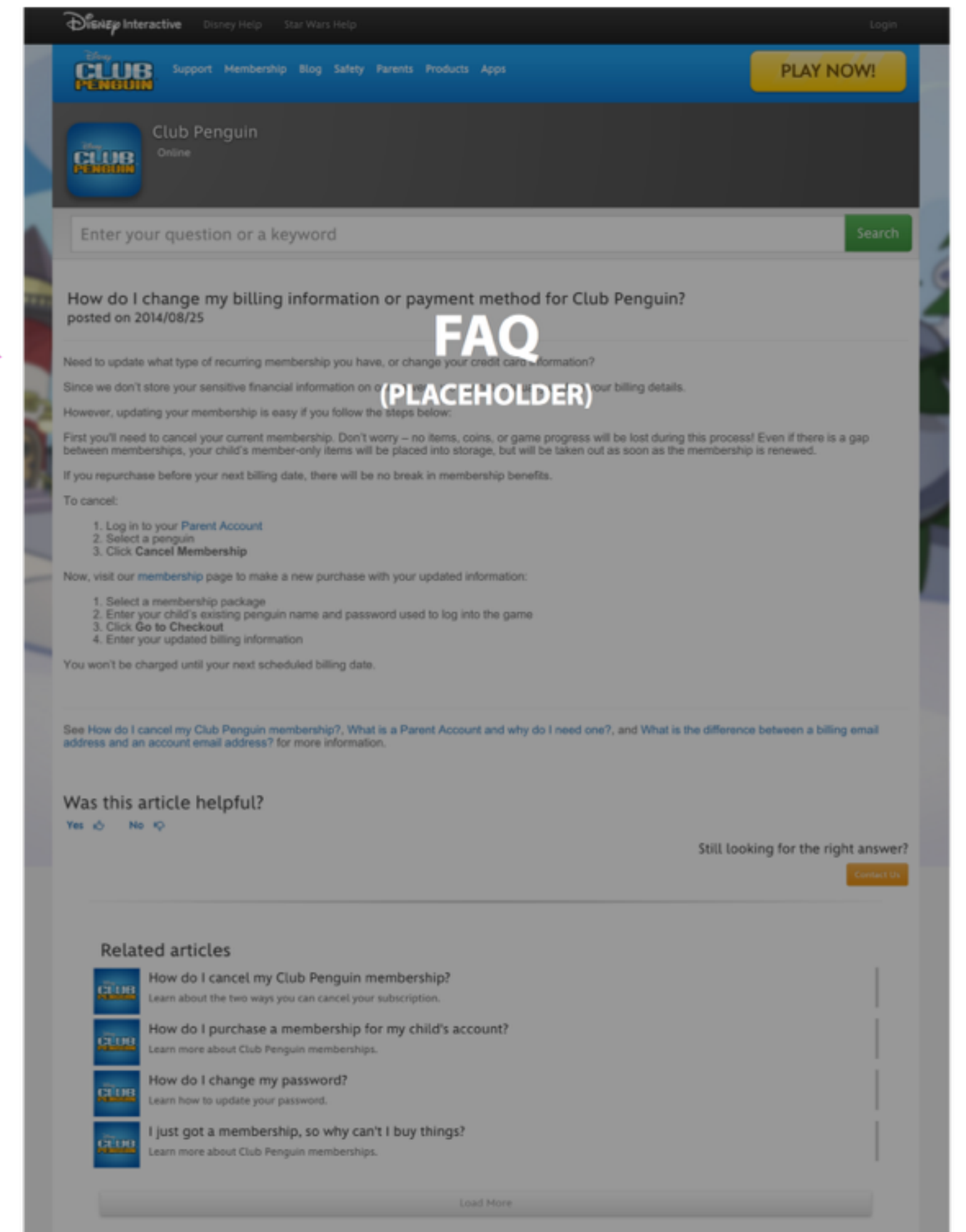
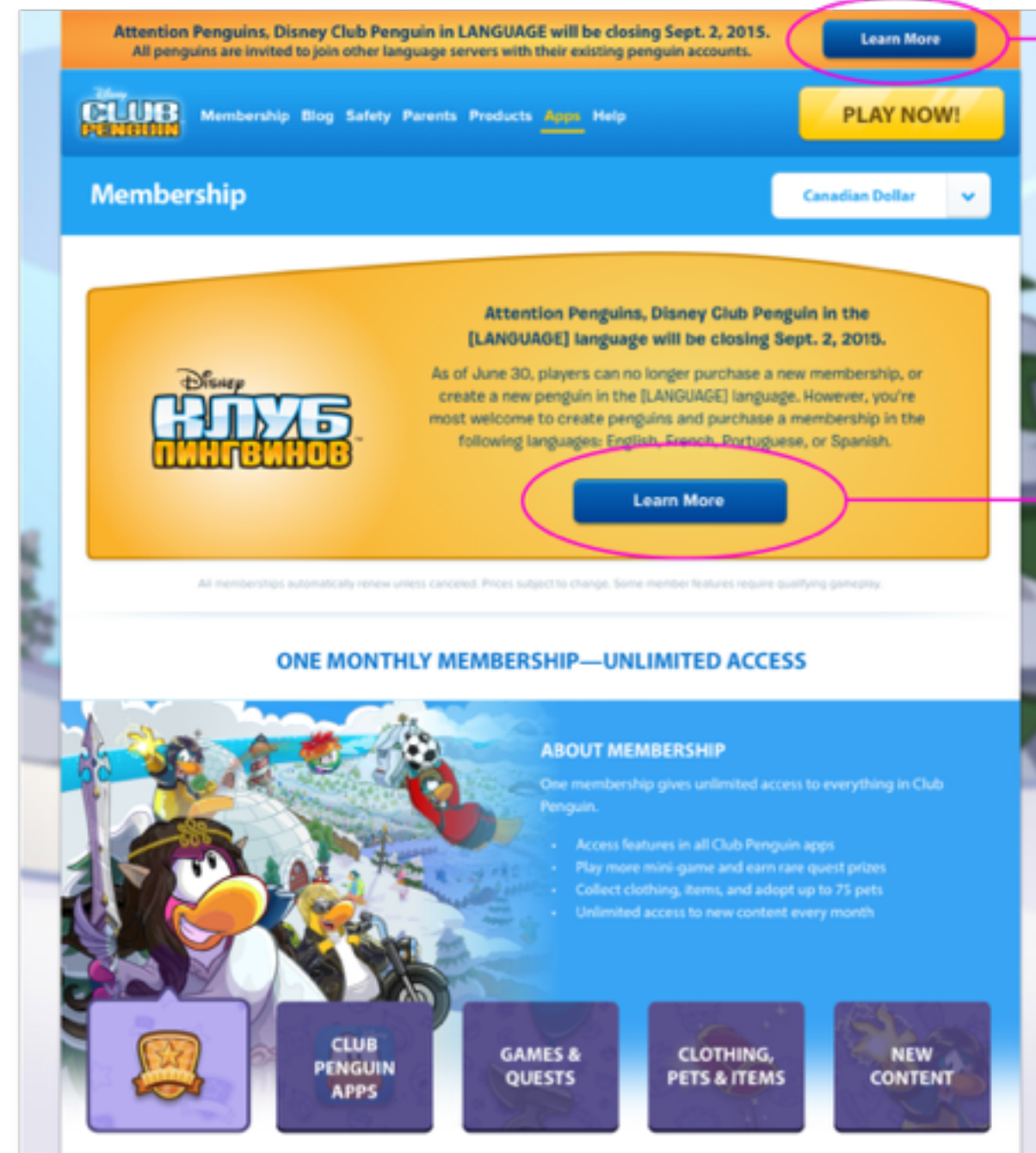
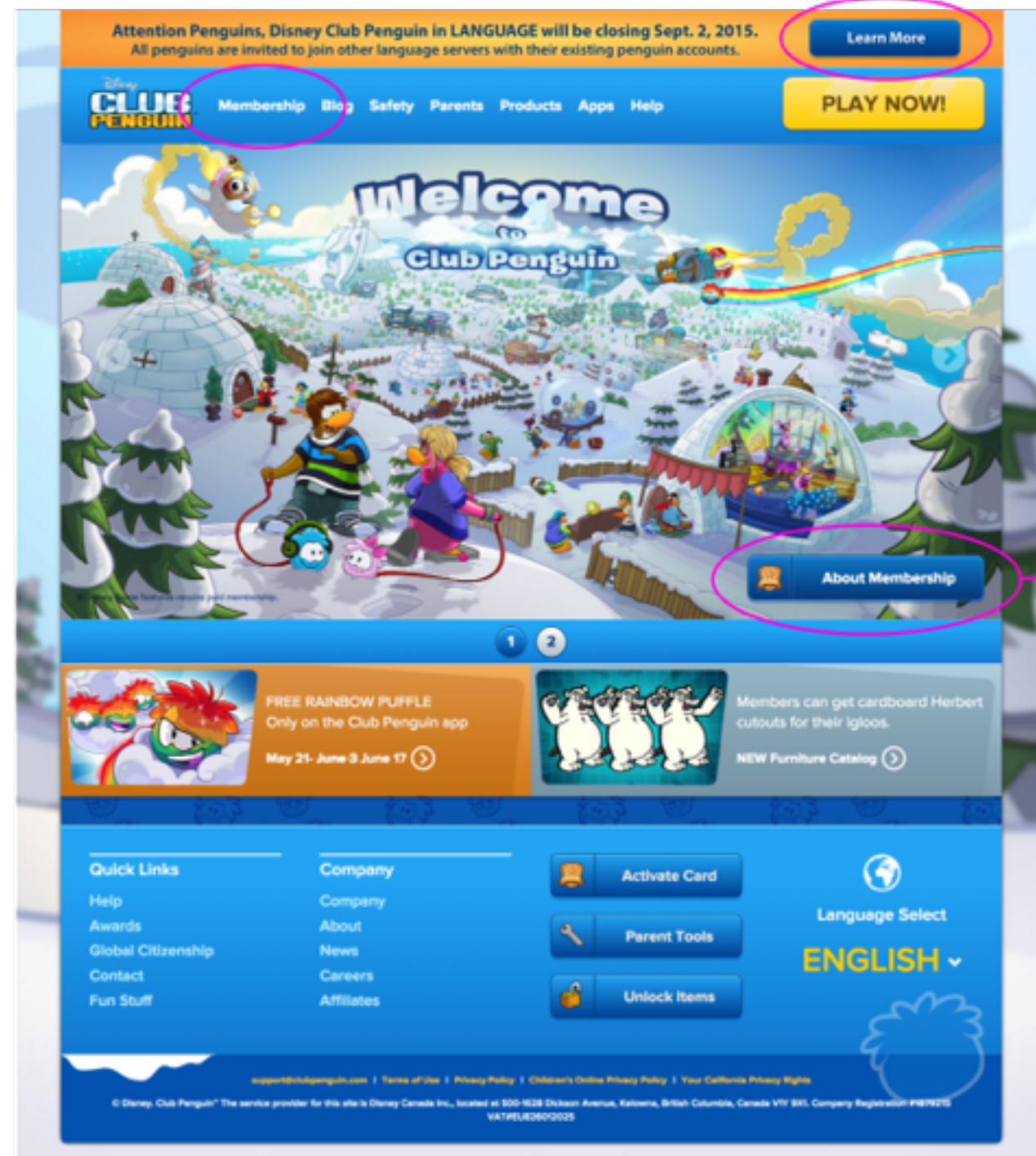
## Play Page





# What will kids see?

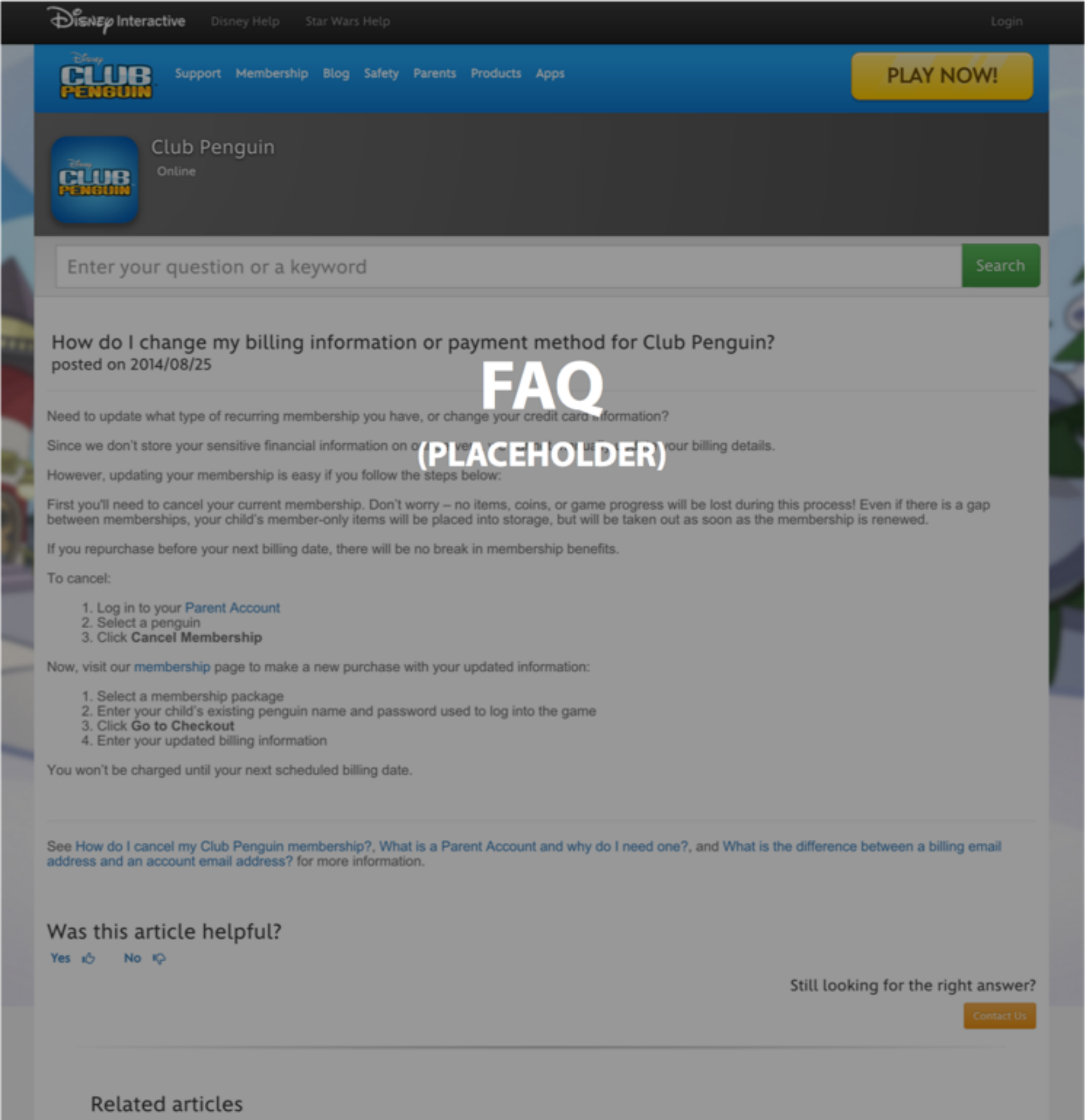
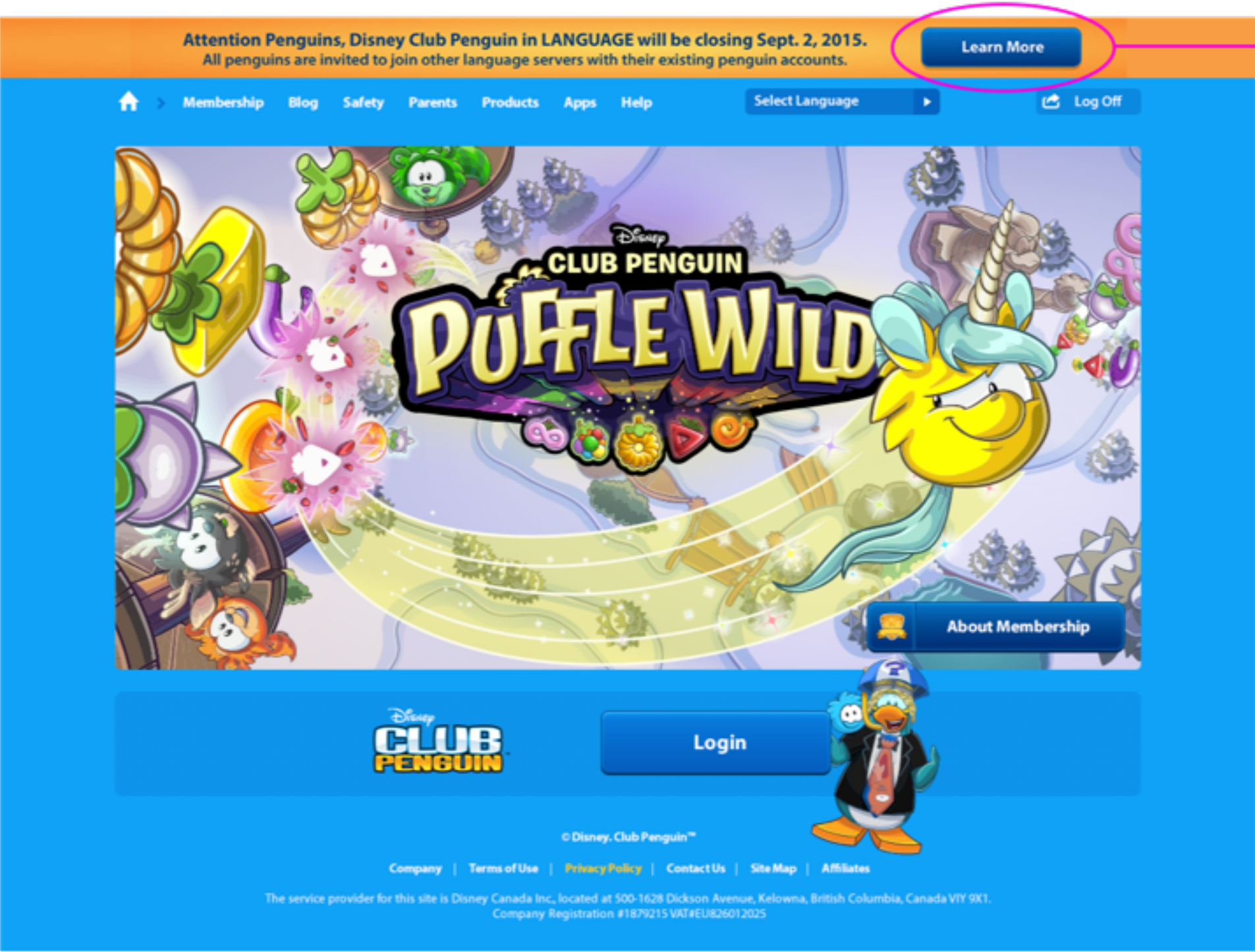
## Membership Flow





# What will kids see?

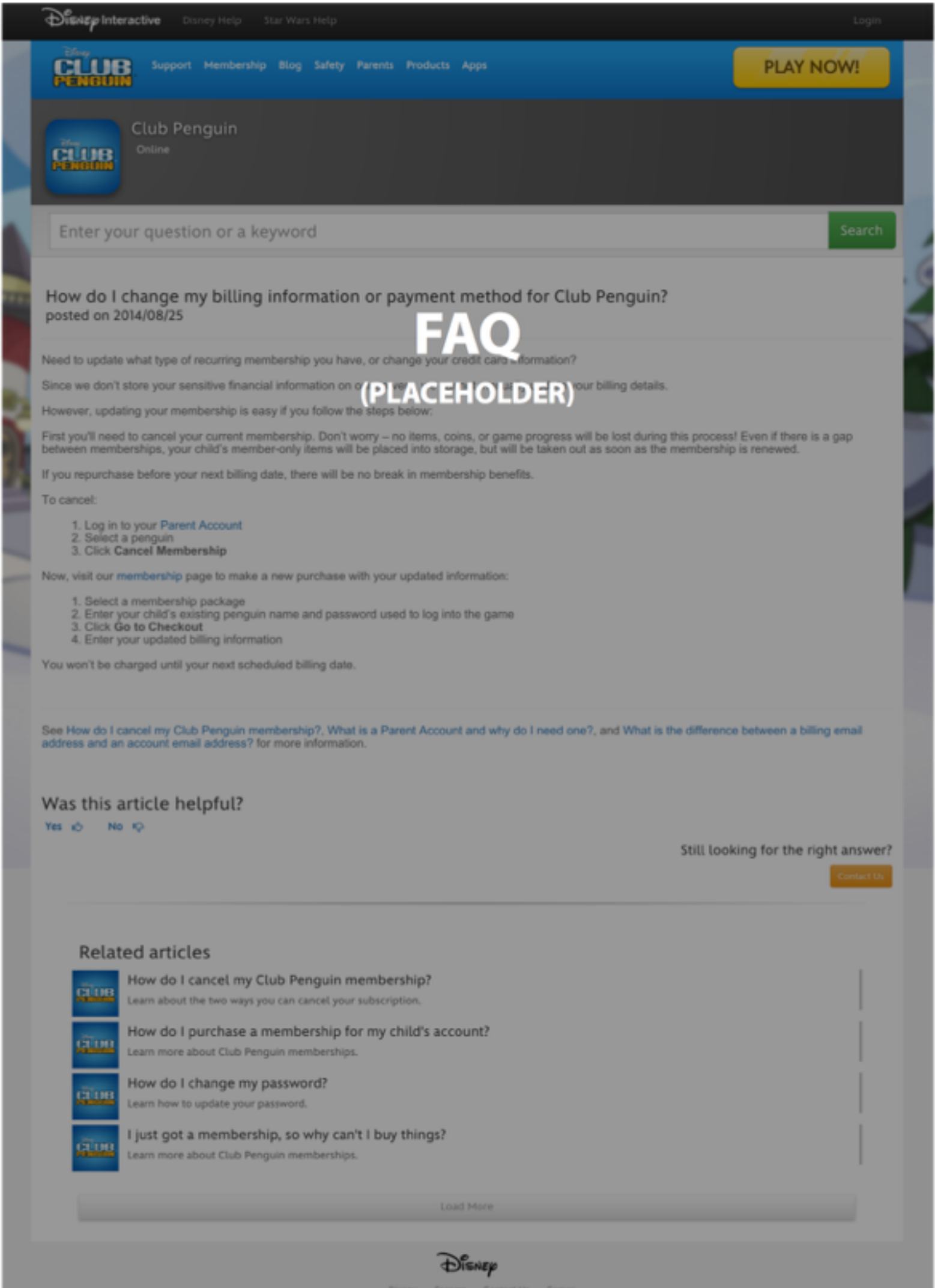
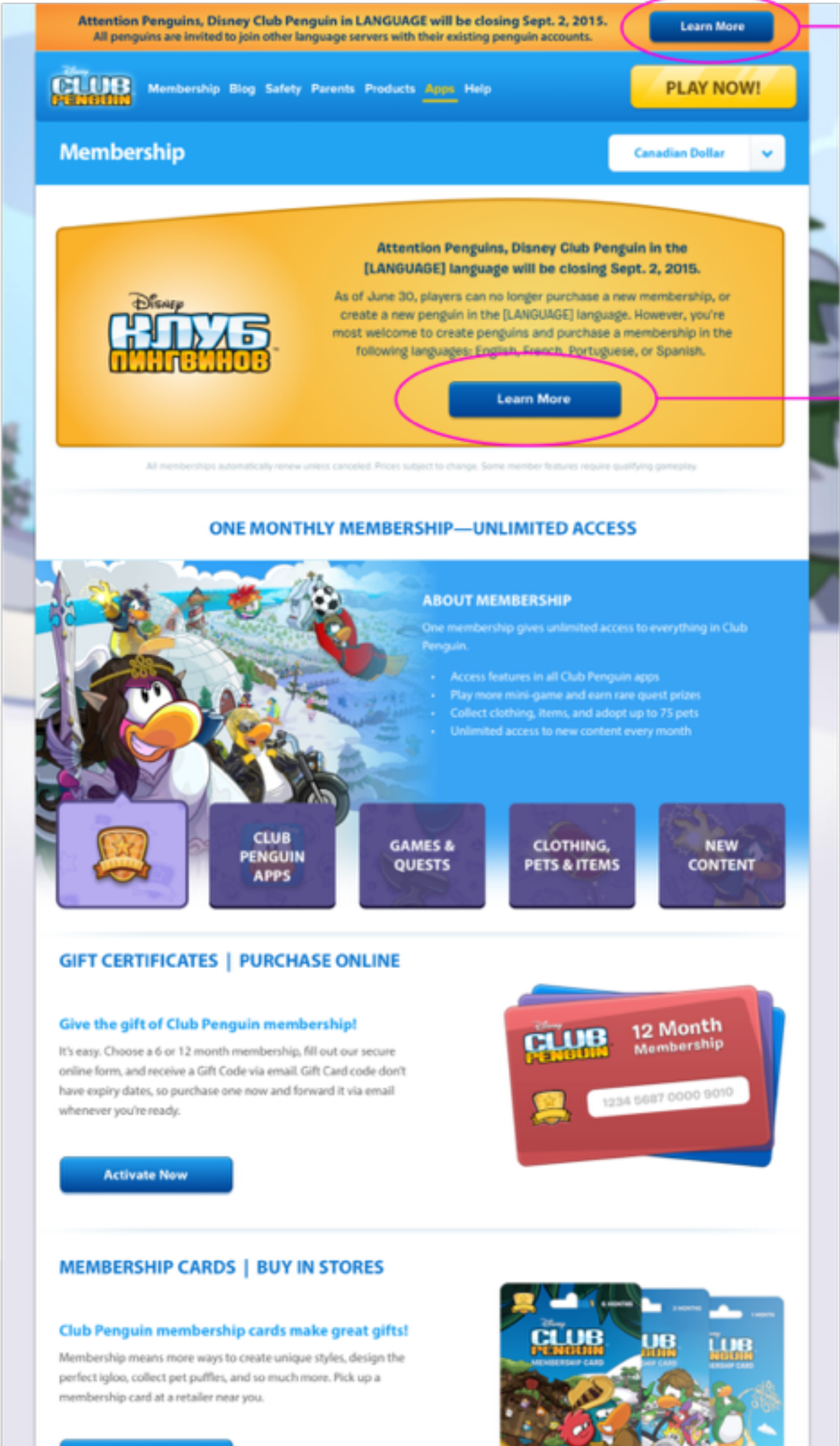
## Create Flow





# What will kids see?

## Oops Flow





# What do we have to do?

## German & Russian Sunset

### Overview

▸ Sunset Schedule & Timeline

### Support Resources

▸ Support address auto response

▸ FAQ's

▸ Quick Text

▸ Phone Scripts

▸ Cancellation/Refund Walkthroughs

▸ Salesforce Tagging

### Communications and User Flows

▸ Pre-Sunset Emails

▸ User Flows

## Answer Questions

- The most anticipated questions have been documented and put into FAQ's that you can direct guests to. Questions like:
  - When are the languages closing?
  - Is this the end of CP?
  - Do I get a refund?
  - Can I still play?
- Phone scripts has additional questions that may come in as well as how to deal with trolls.



# What do we have to do?

## German & Russian language sunsets

For quick reference to sunset materials including FAQ's, scripts to use, and walkthroughs, please make your choice from the menu on the left.

## Mobile Cancellation & Refund Walkthroughs

Below are the instructions for cancellation and refund requests for iOS and Android purchases. Web cancellations and refunds will be processed manually.



▼iOS

►Android

Cancel Instructions

Refund Instructions

1. Visit the App Store on your mobile device.
2. Select Featured at the bottom of the screen.
3. Scroll down and tap the Apple ID button in the lower left-hand corner. If you haven't signed in yet, tap Sign In.
4. Tap View Apple ID.
5. Enter your password, then hit OK.
6. Scroll down and locate Manage App Subscriptions. If you don't have any subscriptions, you won't see this option.
7. Select your Club Penguin subscription.
8. Move the slider to the Off position.
9. Tap Turn Off to confirm.

## Cancel iOS Memberships

- iOS memberships cannot be canceled automatically or through GX Tools.
- Guests will be directed to contact us
- We can walk guests through cancelling on their device
- Refund requests need to be sent directly to Apple





# What do we have to do?

›iOS

▼Android

Cancellation Instructions

Refund Instructions

To refund a guest their Google Play subscription purchase do the following:

1. Verify the account through the Transaction ID in the Club Penguin email receipt (this will be a 2,3 or 4 digit code) – This is sent to the Parent Email associated with the penguin. Once the account is verified, you can cancel the subscription through GX Tools
2. **Use the quick text called “Android Refund Request”** to ask the guest for the following information in order to process the refund. Quick text below for reference:  
*“To request a refund for your purchase, please provide the following: 1. Your full name as it appears in your Google Play account 2. Your email address as it appears in your Google Play account 3. Your Google Play order number 4. A detailed explanation of your request.”*
3. Write a ticket note and include the above info (full name on Google Play account, email address, order number and reason for refund)
4. Assign to the **EN- Mobile Google Refunds queue**
5. TL will process the refund and write a ticket note confirming the refund
6. TL will assign the ticket back the rep and change status of ticket to Waiting On Rep
7. Rep writes the guest back confirming the refund has been processed.

**NOTE:** Refunds can be issued back to the last payment **PRIOR** to June 30, 2015.

## Cancel & Refund Google Play Memberships

- Guests will be directed to contact us to cancel and receive refunds for Google Play memberships.
- We can cancel in GX Tools
- TL’s can issue refunds from our Google Wallet account.





# What do we have to do?

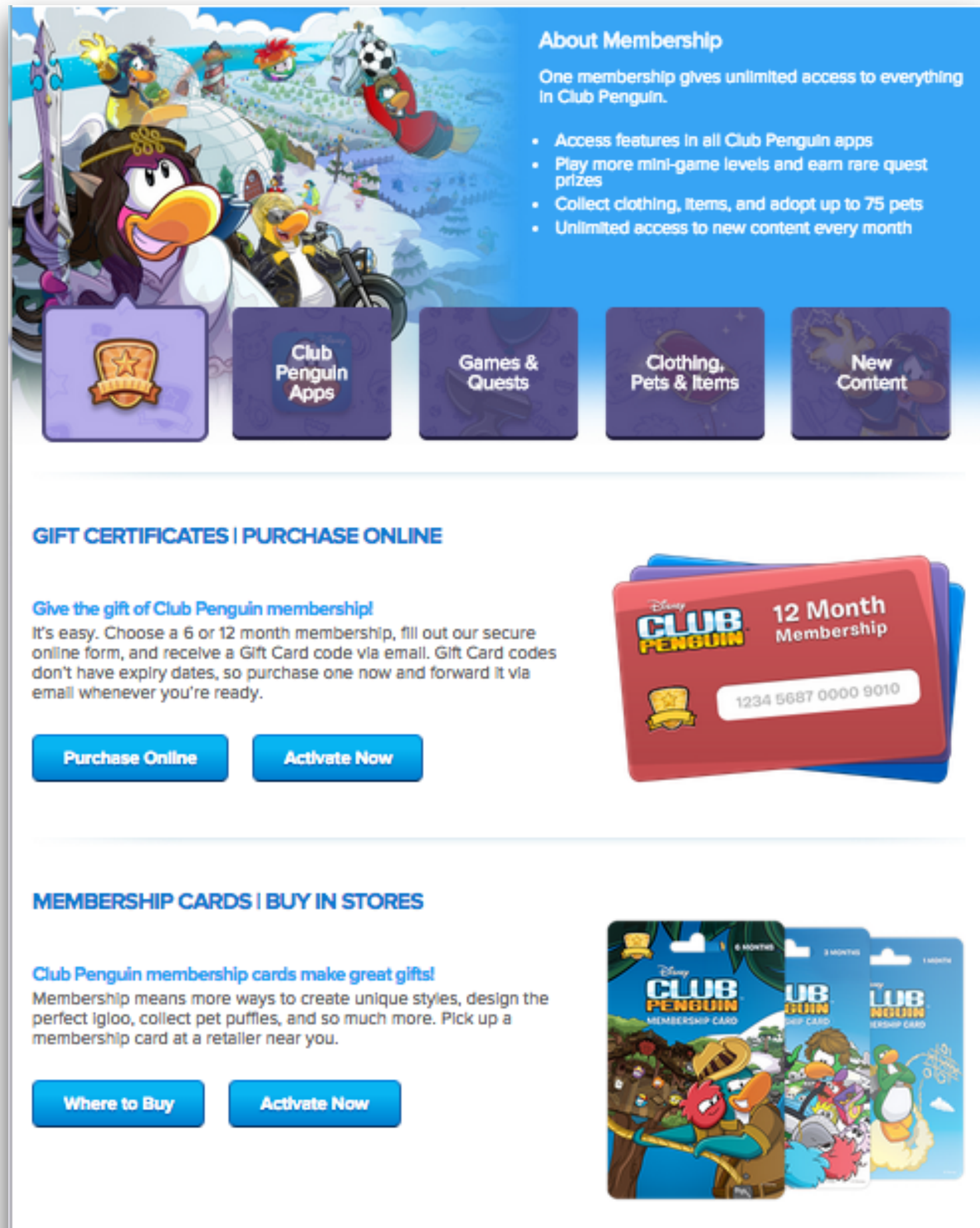


## Assist with repurchasing:

- Guests can repurchase on Web in a different language.
- They can use their same account and everything will be the same.
- To purchase in a different language, direct guests to the URL's listed in the FAQ:
  - For English:  
<https://secured.clubpenguin.com/en/membership/>



# What do we have to do?



## Membership Cards

- We are unable to refund membership cards purchased at a retail store
- If a guest asks for a refund, we will:
  - Encourage them to redeem their card in a different language
  - Recommend they go back to the retailer for a refund
  - Talk to Dave to see if there is any other compensation we can provide them



# What do we say?

## German & Russian Sunset

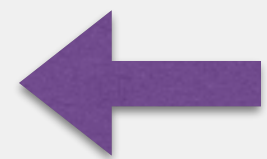
### Overview

✓ Sunset Schedule & Timeline

### Support Resources

› Support address auto response

› FAQ's



› Quick Text

› Phone Scripts

› Cancellation/Refund Walkthroughs

› Salesforce Tagging

### Communications and User Flows

› Pre-Sunset Emails

› User Flows

## FAQ's

- All FAQ's have been translated so you can see exactly what will go on [help.disney.com](https://help.disney.com)
- Use the FAQ's as a resource to help answer questions.
- URL's are provided on confluence so you can also direct guests there as well.

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# What do we say?

## German & Russian Sunset

### Overview

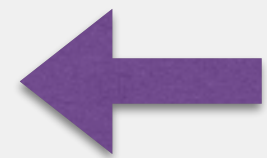
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### Communications and User Flows

› Pre-Sunset Emails

› User Flows

## Quick Text

- These are the responses that will be in Salesforce for you to quickly put in email responses.
- In addition, cancellation instructions for iOS and Android subscriptions are available already so you can quickly address these questions.

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# What do we say?

## German & Russian Sunset

### Overview

▸ Sunset Schedule & Timeline

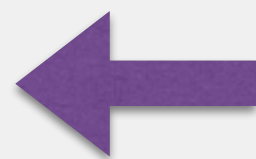
### Support Resources

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### Communications and User Flows

▸ Pre-Sunset Emails

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## Phone Scripts

- These are additional questions and responses that you may receive phone calls about.
- Most are duplicated from FAQ's and Quick Text
- This also provides examples of how to deal with trolls who are prank calling.

**Note:** If there are questions that you want me to document, please let me know and I'll add them to the confluence page.



# Will the madness ever end?!

September 2, 2015

- German and Russian languages shut down and are redirected to English
- Billing

September 30, 2015

- Billing support stops and phone support is turned off for German and Russian

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# Resources

- Confluence Page
  - Everything we covered can be found on the German/Russian sunset page
  - Search “German & Russian Sunset”
  - Bookmark it
- Peers & Team Leads
  - Lean on your peers or Team Leads to help with questions you receive through email or phone
- Me
  - Don't be afraid to ping me on Lync or email if you have questions or you're not sure how to respond to a guest's question.



# Questions?